



# COUNTY OF LOS ANGELES

## Internal Services Department

1100 North Eastern Avenue  
Los Angeles, California 90063



Dave Lambertson  
Interim Director

*To enrich lives through effective and caring service.*

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May 20, 2004

**Agenda Date: June 22, 2004**

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, CA 90012

Dear Supervisors:

**HEARING ON RATES  
AT VARIOUS COUNTY PARKING FACILITIES  
(ALL DISTRICTS – 3 VOTES)**

**IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:**

Authorize the Interim Director, or his designee, to establish an event rate at the Walt Disney Concert Hall for patrons of the Museum of Contemporary Art and the Walt Disney Concert Hall tour, and establish parking fees for the Alameda parking facility.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

ISD manages 41 County parking lots, 16 of which are located in the Civic Center and 25 of which are in the outlying locations (e.g., courthouses, jails, etc.) Of those, 31 are revenue producing (i.e., the public is charged for parking). ISD has completed a review of all parking lot rates, and:

- At the request of the Performing Arts Center of Los Angeles County (formerly known as the Music Center), the Museum of Contemporary Art (MOCA), and with the concurrence of the Chief Administrative Office, we are recommending that a reduced rate of \$8.00 be established for non-peak daytime hours (10:00 a.m. to 4:00 p.m.) at the Walt Disney Concert Hall garage to encourage attendance at Concert Hall tours and the Museum of Contemporary Art. Concert Hall and MOCA visitors will be charged the reduced rate after showing their Concert Hall tour or museum entry ticket to the garage attendant. We anticipate that this new parking fee will attract customers currently using less expensive and less convenient competitor parking.

ISD's parking consultant, Walker Consulting, concurs with the creation of the \$8.00 fee for the Walt Disney Concert Hall, as it is comparable to similar venues. Upon approval by your Board, ISD will work with the Walt Disney Concert Hall and the Museum of Contemporary Art to implement the new fee and update signage.

- Are recommending the establishment of parking fees for the Alameda garage located near Chinatown. Currently, this parking facility is not in use as the three-story above ground structure is in need of major repairs. However, should it become necessary to utilize the facility, rates commensurate with other County lots in the vicinity have been developed. The recommended rates are \$1.50 for each 20 minutes with a \$4.00 maximum; \$2.00 after 4 p.m.; \$3.00 on weekends and holidays; and \$85.00 per month.

ISD believes that the rates at the remaining lots should not be changed at this time. Your Board last approved parking rate increases in June 2002. The 2002 increases for the Civic Center lots were implemented in two phases. The first increase was implemented in August 2002 and the second in August 2003. Outlying area parking lot increases were implemented in August 2002. The 2002 parking rate increases averaged 14% for the Civic Center and 18% for the outlying areas.

In February 2004, ISD engaged Walker Consulting to review the County's current parking rates. The consultant was directed to determine if County parking rates were comparable to local market parking rates and if the County was maximizing parking revenue. The consultant also compared the percentage increases the County implemented in the last two years with the increases made by our competitors. The survey concluded that in nearly all cases, the fees at most County parking facilities are equal to or greater than the competitors' fees. A fee increase may reduce the desirability of the County parking lots for users.

In formulating our recommendations, ISD reviewed the consultant's findings, parking lot occupancy levels, the extent of metered and free street parking near County parking lots, and examined general cost changes since the rates were last increased (i.e., the Consumer Price Index).

Supported by this information, ISD developed a general model that parking rates be:

- Based on either the lower of the market evaluation (i.e., as determined by the consultant) or the percentage change in the Consumer Price Index from January, 2002 to December, 2003; and
- Structured to accommodate public demand and the need to maximize revenue.

At this time, using the above criteria, we are recommending that existing parking rates at County operated parking facilities in the Civic Center and the outlying areas be maintained. ISD Parking Services will, however, review parking fees on an ongoing basis and recommend fee adjustments to the Board as necessary.

**Implementation of Strategic Plan Goals**

Approval of these rate recommendations are consistent with the County's Strategic Plan Goal of Fiscal Responsibility.

**FISCAL IMPACT/FINANCING**

Parking rates generate approximately \$13.5 million in adjusted gross revenue each year. Under our parking services contract, a percentage of the adjusted gross revenue is shared with the parking services contractor. Based on the current revenue sharing methodology, the County's annual portion of the adjusted gross revenue is estimated at \$11.1 million. The recommended Disney Concert Hall event rate should not have a financial impact, as we believe the tour rates will increase usage of the parking lot.

**FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

Required public hearing notice was given pursuant to the procedures and requirement set forth in the Government Code Sections 66018 and 6062(a).

**IMPACT ON CURRENT SERVICES OR PROJECTS**

Continuation of the existing parking fees will permit the County to maintain the level of patronage at County parking facilities and maintain the current level of parking revenue.

Respectfully submitted,



Dave Lambertson.  
Interim Director

DL:DB:NC:z

Attachments (1)

c: Chief Administrative Office  
Executive Officer, Board Of Supervisors  
County Counsel  
Auditor Controller

NOTICE OF PUBLIC HEARING  
PROPOSED PARKING RATES AT VARIOUS COUNTY  
PARKING FACILITIES

Notice is hereby given that a public hearing will be held by the Board of Supervisors of the County of Los Angeles in the matter of parking rates at various County parking facilities. Said hearing will be held on June 22, 2004, at 9:30 a.m. in the Hearing Room of the Board of Supervisors, Room 381, Kenneth Hahn Hall of Administration, 500 West Temple Street (corner of Temple and Grand Avenue), Los Angeles, California 90012 or as soon thereafter as the matter may be heard.

Further notice is given that the Board of Supervisors may continue this hearing from time to time. Written comments may be sent to the Executive Officer of the Board of Supervisors at the above address.

For further information regarding this matter, please call (213) 974-9505

Si no entiende esta noticia o si necesita mas informacion favor de llamar a este numero ( 213) 974-9505.

VIOLET VARONA-LUKENS

EXECUTIVE OFFICER  
BOARD OF SUPERVISORS

INTERNAL SERVICES DEPARTMENT 2004-05  
PARKING RATE RECOMMENDATIONS

Attachment

AUTO PARK NAME/NUMBER/ADDRESS	SUP DIST	FY 2003-04 RATE (ESTABLISHED IN 2002)	FY 2004-2005 RATE
IAP 11 Criminal Courts 1227 W. Temple St., LA	1	Daily - \$3.00 ea. 15 minutes Daily - \$16 maximum Daily -(Co Employees) \$8.50 max. Monthly Public - \$158.00	Daily - \$3.00 ea. 15 minutes Daily - \$16 maximum Daily -(Co Employees) \$8.50 max. Monthly Public - \$158.00 Subpoena - \$8.50
IAP 12 Hall Of Justice 1211 W. Temple St., LA (Tentatively scheduled to close December 2004)	1	Daily - \$3.00 ea. 15 minutes Daily - \$8.50 (County Employees) Daily - \$14 maximum Monthly Public - \$149.00 After 4pm - \$6 flat rate	Daily - \$3.00 ea. 15 minutes Daily - \$8.50 (County Employees) Daily - \$14 maximum Monthly Public - \$149.00 After 4pm - \$6 flat rate Subpoena - \$8.50
IAP 14 Music Center 135 N. Grand Ave., LA	1	Daily - \$3.00 ea. 15 minutes Daily - \$17 maximum Monthly Public - \$187.00 Daily - MCOC Employees - \$7.00 Weekly MCOC Employees - \$18.00 Monthly MCOC Employees - \$68.00 Valet Services Public - \$20.00 After 5:00 pm - Sat - Sun - Holiday \$8.00 flat	Daily - \$3.00 ea. 15 minutes Daily - \$17 maximum Monthly Public - \$187.00 Daily - MCOC Employees - \$7.00 Weekly MCOC Employees - \$18.00 Monthly MCOC Employees - \$68.00 Valet Services Public - \$20.00 After 5:00 pm - Sat - Sun - Holiday \$8.00 flat
IAP 15 Spring St 1527 N. Spring St., LA	1	Daily - \$4.00 (USDC Jurors Only) Sat - Sun - Holiday \$6.00 flat	Daily - \$4.00 (USDC Jurors Only) Sat - Sun - Holiday \$6.00 flat
IAP 16 Concert Hall 111 S. Grand Ave., LA		Daily - \$3.00 ea. 15 minutes Daily - \$17 maximum Monthly Public - \$187.00 Daily - MCOC Employees - \$7.00 Weekly MCOC Employees - \$18.00 Monthly MCOC Employees - \$68.00 Valet Services Public - \$20.00 After 5:00 pm - Sat - Sun - Holiday \$8.00 flat	Daily - \$3.00 ea. 15 minutes Daily - \$17 maximum Monthly Public - \$187.00 Daily - MCOC Employees - \$7.00 Weekly MCOC Employees - \$18.00 Monthly MCOC Employees - \$68.00 Valet Services Public - \$20.00 MOCA and WDCH tour with validation - \$8.00 After 5:00 pm - Sat - Sun - Holiday \$8.00 flat
AP 17 County Courthouse (Juror)	1	Event flat rate \$8.00 Daily - \$3.00 ea. 15 minutes Daily - \$16 maximum After 4pm - \$6 flat rate	Event flat rate \$8.00 Daily - \$3.00 ea. 15 minutes Daily - \$16 maximum After 4pm - \$6 flat rate



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		Daily -(County Employees) \$8.50 max.	Daily - (County Employees) \$8.50 max.
			Subpoena - \$8.50
AP 18 Mall Garage 140 N. Grand Ave., LA		Event flat rate \$8.00	Event flat rate \$8.00
	1	Sat - Sun - Holiday \$6.00 flat	Sat - Sun - Holiday \$6.00 flat
IAP 25 Arcadia & Spring 418 N. Spring St., LA	1	Daily - \$2.00 ea. 20 minutes	Daily - \$2.00 ea. 20 minutes
		Daily - \$9 maximum	Daily - \$9 maximum
		After 4pm - \$6 flat rate	After 4pm - \$6 flat rate
		Sat - Sun - Holiday \$6.00 flat	Sat - Sun - Holiday \$6.00 flat
		Monthly Public - \$149.00	Monthly Public - \$149.00
IAP 26 County Courthouse 120 S. Olive St., LA	1	Daily - \$3.00 ea. 15 minutes	Daily - \$3.00 ea. 15 minutes
		Daily - \$16 maximum	Daily - \$16 maximum
		After 4pm - \$6 flat rate	After 4pm - \$6 flat rate
		Daily -(Co Employees) \$8.50 max.	Daily -(Co Employees) \$8.50 max.
			Subpoena - \$8.50
IAP 29 Health Services	1	Daily - \$1.00 ea. 20 minutes	Daily - \$1.00 ea. 20 minutes
		Daily - \$7 maximum	Daily - \$7 maximum
		Monthly Public - \$136.00	Monthly Public - \$136.00
	1	Monthly MCOC Employees - \$68.00	Monthly MCOC Employees - \$68.00
IAP 45 Chinatown 725 N. Spring St., LA	1	Daily - \$1.50 ea. 20 minutes	Daily - \$1.50 ea. 20 minutes
		Daily - \$4.00 maximum	Daily - \$4.00 maximum
		After 4pm - \$2 flat rate	After 4pm - \$2 flat rate
		Monthly Public - \$85.00	Monthly Public - \$85.00
		Sat - Sun - Holiday \$3.00 flat	Sat - Sun - Holiday \$3.00 flat
IAP 58 Alameda Garage 725 N. Spring St. LA	1		Daily - \$1.50 ea. 20 minutes
			Daily - \$4.00 maximum
			After 4pm - \$2 flat rate
			Monthly Public - \$85.00
			Sat - Sun - Holiday \$3.00 flat

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AUTO PARK NAME/NUMBER/ADDRESS	SUP DIST	FY 2003-04 RATE (ESTABLISHED IN 2002)	FY 2004-2005 RATE
14 Civic Center Lots			
AP 48 Van Nuys 6170 Sylmar Ave, Van Nuys	3	Daily - \$7.00 flat rate Monthly Public - \$57.00	Daily - \$7.00 flat rate Monthly Public - \$57.00
AP 53 Pasadena 240 Ramona, Pasadena	5	Daily - \$2.00 ea. 20 minutes Daily - \$7.00 maximum After 4pm - \$3 flat rate Monthly Public - \$62.00	Daily - \$2.00 ea. 20 minutes Daily - \$7.00 maximum After 4pm - \$3 flat rate Monthly Public - \$62.00
AP 57 Beverly Hills 9355 Burton Way, Beverly Hills	3	Daily - \$5.00 flat rate Monthly Public - \$34.00	Daily - \$5.00 flat rate Monthly Public - \$34.00
AP 60A Metro 1945 S. Hill St., Los Angeles	1	Daily - \$3.00 ea. 20 minutes Daily - \$11.00 maximum After 4pm - \$6 flat rate	Daily - \$3.00 ea. 20 minutes Daily - \$11.00 maximum After 4pm - \$6 flat rate
AP 60B Metro 1945 S. Hill St., Los Angeles	1	Daily - \$7.00 flat rate Monthly Public - \$45.00	Daily - \$7.00 flat rate Monthly Public - \$45.00
AP 67B Long Beach 101 S. Magnolia, Long Beach	4	Daily - \$6.00 flat rate Monthly Public - \$57.00	Daily - \$6.00 flat rate Monthly Public - \$57.00 Special Event - (\$8.00 - \$15.00)
AP 72 Inglewood 11 Regent St., Inglewood	2	Daily - \$4.00 flat rate Monthly Public - \$51.00	Daily - \$4.00 flat rate Monthly Public - \$51.00
AP 75 Men's Cent. Jail 429 Bauchet, Los Angeles	1	Daily - \$7.00 flat rate	Daily - \$7.00 flat rate
AP 77 Alhambra 150 Commonwealth, Alhambra	5	Daily - \$5.00 flat rate	Daily - \$5.00 flat rate
AP 78 Pomona 350 W. Mission Blvd, Pomona	1	Daily - \$6.00 flat rate	Daily - \$6.00 flat rate

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AUTO PARK NAME/NUMBER/ADDRESS	SUP DIST	FY 2003-04 RATE (ESTABLISHED IN 2002)	FY 2004-2005 RATE
IAP 79 Compton	2	Daily - \$3.00 flat rate	Daily - \$3.00 flat rate
IAP 82 Children's Court	1	Daily - \$4.00 flat rate	Daily - \$4.00 flat rate
1201 Centre Plaza Dr., LA		Monthly Public - \$57.00	Monthly Public - \$57.00
IAP 83 Page Museum	3	Daily - \$1.25 ea 20 min	Daily - \$1.25 ea 20 min
15801 Wiltshire Blvd., LA		Daily - \$8.00 Max	Daily - \$8.00 Max
		Sat - Sun - Holiday \$6.00 flat	Sat - Sun - Holiday \$6.00 flat
			NHM members and visitors with validation \$6.00 max
IAP 84 San Fernando	3	Daily - \$5.00 flat rate	Daily - \$5.00 flat rate
1801 Third St., San Fernando			
IAP 85 San Pedro	4	Daily - \$0.25 ea 15 min	Daily - \$0.25 ea 15 min
501 S. Centre St., San Pedro		Meter - \$4.00 Max (4 hrs max)	Meter - \$4.00 Max (4 hrs max)
IAP 86 West L.A. Court	3	Daily - \$4.00 flat rate	Daily - \$4.00 flat rate
		Monthly Public - \$45.00	Monthly Public - \$45.00
IAP 87 Lynwood Reg. J. C.	4	Daily - \$3.00 flat rate	Daily - \$3.00 flat rate
111705 Alameda, Lynwood		Sat - Sun - Holiday \$3.00 flat	Sat - Sun - Holiday \$3.00 flat
IAP 94 Airport Court	2	Daily - \$0.25 ea 15 min	Daily - \$0.25 ea 15 min
		Meter - \$4.00 Max (4 hrs max)	Meter - \$4.00 Max (4 hrs max)
18 Outlying Lots			